Alcohol Sales in the Yukon

May, 2000

Yukon
Executive Council Office
Bureau of Statistics

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The Yukon Government
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Introduction

Each year, following the release by Statistics Canada of alcohol sales per capita, there is renewed concern over alcohol abuse and services in the Yukon. While the statistics reported are sales, not per capita consumption, the consistently high per capita sales figures for the Yukon lead many to conclude that people in the Yukon are the heaviest consumers of alcohol in Canada.

The last survey conducted by the Yukon Bureau of Statistics specifically addressing individual alcohol consumption was the 1993 Yukon Health Promotion Survey, published as Working Paper 4 March, 1994. The results of this survey indicated that fewer Yukoners drink daily than in the rest of Canada, however there was no volume comparison available.

The Yukon Liquor Corporation (YLC) approached the Yukon Bureau of Statistics about the feasibility of estimating the actual level of per capita consumption in the Yukon using existing data. The major challenge in this determination was how to estimate what proportion of alcohol sales were made to Yukon residents as a basis for estimating per capita consumption.

The Yukon, more than most other jurisdictions, has a high level of tourists per capita, as well as non-resident workers during the tourist season. In order to arrive at an estimate of Yukon resident per capita alcohol consumption the impact of these two related groups on alcohol sales must be removed. However, this is not a simple task with current data.

We determined early in the process that the best we could do is to determine an upper and lower boundary within which the actual level of Yukon resident alcohol consumption could be located. The lower boundary is 6.2 litres of absolute alcohol per person. It was estimated through the use of the annual Survey of Household Spending (SHS) and its predecessor the Family Expenditure Survey (FAMEX). These surveys collect information about the spending patterns of Canadian Households by asking respondents to recall their expenditures for the previous calendar year. This analysis is presented in the section Alcohol Spending and provides comparisons with other Canadian jurisdictions.

The upper boundary is 11.0 litres of absolute alcohol per person. It was estimated by comparing patterns of monthly alcohol sales in British Columbia, N.W.T. and the Yukon in an attempt to show the effect visitors have on alcohol sales in the Territory. The seasonal cycle of foreign travelers entering the Yukon and the seasonal cycle of gasoline sales in the Territory are also used to highlight monthly alcohol sales patterns. This analysis is presented in the section Monthly Alcohol Sales.

The structure of the Yukon population was also examined in order to determine its affects on alcohol consumption in the Territory. The population in the Yukon is younger than in other areas of Canada, which accounts for a 3.6% higher level of alcohol consumption when compared with Canada. This analysis is presented in the section Alcohol Consumption by Age.

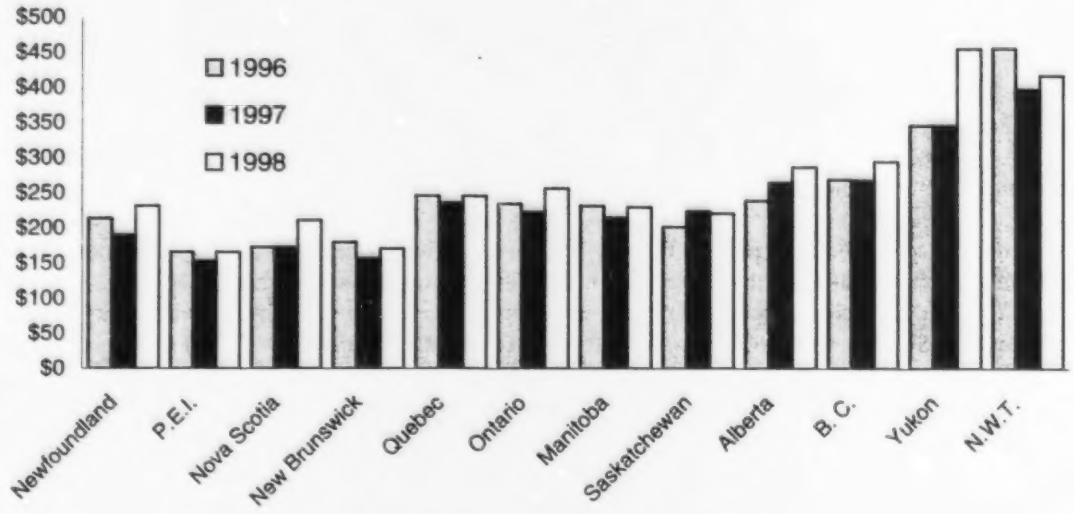
These methods of analysis generate vastly different estimates of per capita alcohol consumption in the Yukon. Due to the limitations of current data a more refined estimate is not possible at this time. Additional studies are required in order to determine the actual level of per capita alcohol consumption.

Alcohol Spending

This section uses results of the annual Survey of Household Spending and the former Family Expenditure Survey (FAMEX), both conducted January through March by Statistics Canada. These surveys obtain information about the spending patterns of Canadian households by asking respondents to recall their expenditures for the previous calendar year.

Average household expenditures on alcoholic beverages were used to calculate spending on alcohol in dollars per person. This in turn was used along with the cost per litre of absolute alcohol (Statistics Canada, 63-202) to determine the number of litres of absolute alcohol purchased per person.

Average Expenditure on Alcoholic Beverages per Person
Provinces and Territories, 1996 to 1998



Source: Spending Patterns in Canada (Survey of Household Spending) - Statistics Canada, 62-202.
Family Expenditure in Canada (FAMEX) - Statistics Canada, 62-555.

On average, people in the Yukon spent $455 per person on alcoholic beverages in 1998. The next highest level of spending was in the Northwest Territories, where people spent $417 each. In 1998, the cost of a litre of absolute alcohol was much higher in the Yukon compared with the rest of Canada (except Newfoundland and N.W.T.), which means that a dollar spent on alcohol in the Yukon buys fewer litres of absolute alcohol than in other parts of Canada.

** 1996 figures for the Yukon and N.W.T. are from FAMEX and are limited to Whitehorse and Yellowknife.*

Alcohol Spending

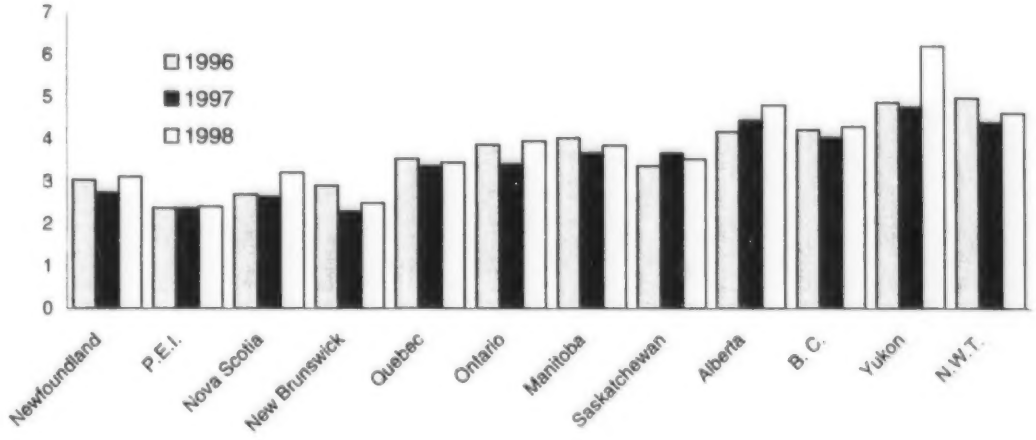
Average Expenditure on Alcoholic Beverages, Provinces and Territories,1997

	Cost per Litre of Absolute Alcohol		
	1996	1997	1998
Yukon	**$70.86**	**$72.42**	**$73.26**
Newfoundland	$70.27	$69.54	$74.36
P.E.I.	$69.74	$64.76	$68.72
Nova Scotia	$64.14	$65.29	$65.78
New Brunswick	$61.90	$68.38	$68.54
Quebec	$69.46	$70.07	$71.07
Ontario	$60.52	$65.12	$64.65
Manitoba	$57.43	$58.22	$59.49
Saskatchewan	$59.74	$60.87	$62.58
Alberta	$57.18	$59.27	$59.56
B. C.	$63.66	$66.19	$68.44
N.W.T.	$91.42	$90.31	$90.26

Source: The Control and Sale of Alcoholic Beverages in Canada - Statistics Canada. 63-202.

The cost of a litre of absolute alcohol in Manitoba, Saskatchewan and Alberta is much lower than in the rest of Canada, and as a result the number of litres of absolute alcohol purchased per person in those provinces is high, relative to the dollars spent. For example, people in Alberta spent 37.1% ($169) less per person on alcohol compared with the Yukon, but they would have purchased 22.5% (1.4) fewer litres of absolute alcohol per person.

Litres of Absolute Alcohol Purchased per Person
Provinces and Territories,1996 to 1998



Source: Spending Patterns in Canada (Survey of Household Spending) - Statistics Canada. 62-202.
Family Expenditure in Canada (FAMEX) - Statistics Canada. 62-555.
The Control and Sale of Alcoholic Beverages in Canada - Statistics Canada. 63-202.

** 1996 figures for the Yukon and N.W.T. are from FAMEX and are limited to Whitehorse and Yellowknife.*

Alcohol Spending

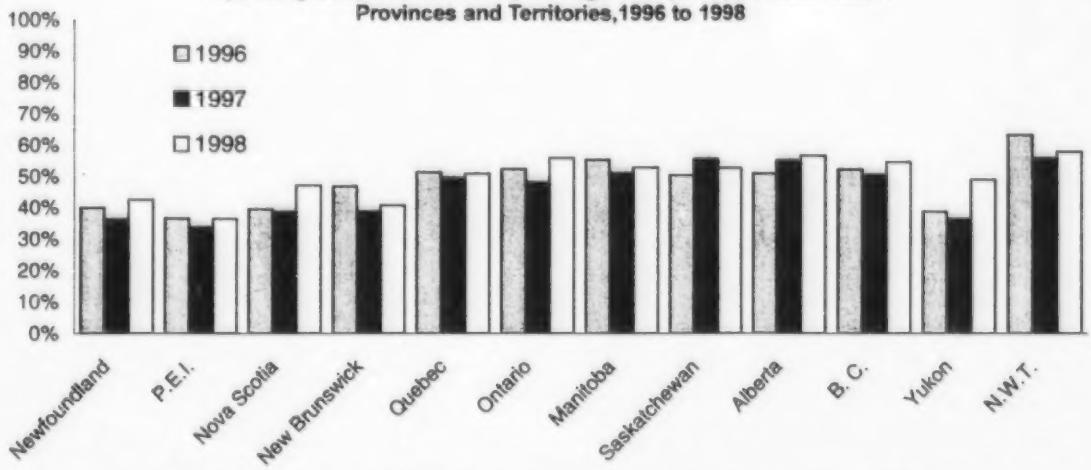
Per Capita Alcohol Sales, Litres of Absolute Alcohol, Provinces and Territories, 1998

	Per Capita Alcohol Sales (Spending Based)[1]	Per Capita Alcohol Sales (Population Based)[2]	Spending Based Sales as a Percentage of Population Based Sales
Yukon	**6.21**	**12.70**	**48.9%**
Newfoundland	3.11	7.30	42.6%
P.E.I.	2.41	6.60	36.5%
Nova Scotia	3.21	6.80	47.1%
New Brunswick	2.49	6.10	40.8%
Quebec	3.45	6.80	50.8%
Ontario	3.96	7.10	55.8%
Manitoba	3.86	7.30	52.9%
Saskatchewan	3.53	6.70	52.7%
Alberta	4.81	8.50	56.6%
B. C.	4.30	7.90	54.4%
N.W.T.	4.62	8.00	57.8%

Source: Spending Patterns in Canada (Survey of Household Spending) - Statistics Canada, 62-202.
The Control and Sale of Alcoholic Beverages in Canada - Statistics Canada, 63-202.

In 1998, the level of per capita spending on alcohol by Yukon residents accounted for only 48.9% of per capita sales as reported by Statistics Canada. This may indicate that non-residents have a significant impact on alcohol sales in the Yukon. A comparison to the rest of Canada shows that per capita spending on alcohol by residents of the other provinces and territories is also much lower than per capita sales. In 1998, the Northwest Territories reported the highest percentage at 57.8% while P.E.I. reported the lowest percentage at 36.5%.

Spending Based Sales as a Percentage of Population Based Sales, Provinces and Territories,1996 to 1998



Source: Spending Patterns in Canada (Survey of Household Spending) - Statistics Canada, 62-202.
Family Expenditure in Canada (FAMEX) - Statistics Canada, 62-555.
The Control and Sale of Alcoholic Beverages in Canada - Statistics Canada, 63-202.

* *1996 figures for the Yukon and N.W.T. are from FAMEX and are limited to Whitehorse and Yellowknife.*
[1] *Spending Based: Average alcohol expenditures reported per household divided by the cost per litre of absolute alcohol.*
[2] *Population Based: Total volume of alcohol sales in absolute litres divided by the total population 15 years and over.*

Monthly Alcohol Sales

This section compares patterns of monthly alcohol sales in British Columbia, N.W.T. and the Yukon in order to show the effect visitors have on alcohol sales in the Territory. The seasonal cycle of foreign travelers entering the Yukon and the seasonal cycle of gasoline sales in the Territory are also used to highlight monthly alcohol sales patterns.

Yukon

- From 1994 to 1998, the average number of annual border crossings made into the Yukon by U.S. and foreign travelers through Canada Customs points of entry was 255,313.
- During the same time period there was an average of 303,260 litres of absolute alcohol sold annually in the Yukon.
- There is a correlation between monthly alcohol sales (absolute litres) and monthly totals of U.S. and foreign travelers entering the Yukon at Canada Customs points of entry.
- On a monthly basis, 59% of the variation in alcohol sales (absolute litres) in the Yukon can be related to the number of border crossings into the Yukon by U.S. and foreign travelers.
- On a yearly basis, an estimated 86.6% of alcohol sales (absolute litres) in the Yukon can be attributed to Yukon residents. This should be taken into account when comparing per capita alcohol consumption in the Yukon. This is due to the effect visitors have on alcohol sales, particularly during the summer months

*See page number 7 for more detail.

Alcohol Sales Comparison

- The Yukon has a high number of visitors per capita that affect alcohol sales (absolute litres) and motor gasoline sales (litres) in the Territory.
- This is evident in the pattern of sales in the peak tourist season (May to Sept.) versus the pattern of sales in the 'off' season (Oct. to April).
- When compared to B.C. and N.W.T., alcohol sales (absolute litres) in the Yukon are abnormally high during the summer months (May to Sept.), due to the effect visitors have on sales.
- From May to September alcohol sales (absolute litres) in B.C. and N.W.T. do not follow the same seasonal pattern as the Yukon.
- However, from October to April alcohol sales (absolute litres) in B.C., N.W.T. and the Yukon follow similar patterns.

Motor Gasoline Sales

- There is also a correlation between monthly motor gasoline sales (litres) and monthly totals of U.S. and foreign travelers entering the Yukon.
- On a monthly basis, 88% of the variation in motor gasoline sales in the Yukon can be related to the number of U.S. and foreign travelers entering the Yukon at Canada Customs points of entry.

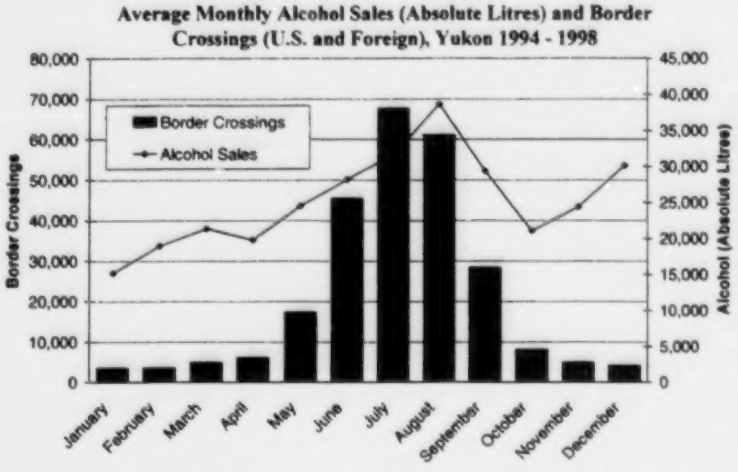
Per Capita 15 years and Over Alcohol Sales (Absolute Litres) for Canada, N.W.T. and Yukon, Fiscal Year 1997/98

Canada	**7.2**
N.W.T.	**8.0**
Yukon (Total)	**12.7**
Yukon (Residents Only)*	**11.0 est.**

** Yukon (Residents Only) is a calculation based on the estimate that 86.6% of alcohol sales in the Yukon are attributable to Yukon residents.*

Source: Statistics Canada and Yukon Bureau of Statistics.

Alcohol and Border Crossings

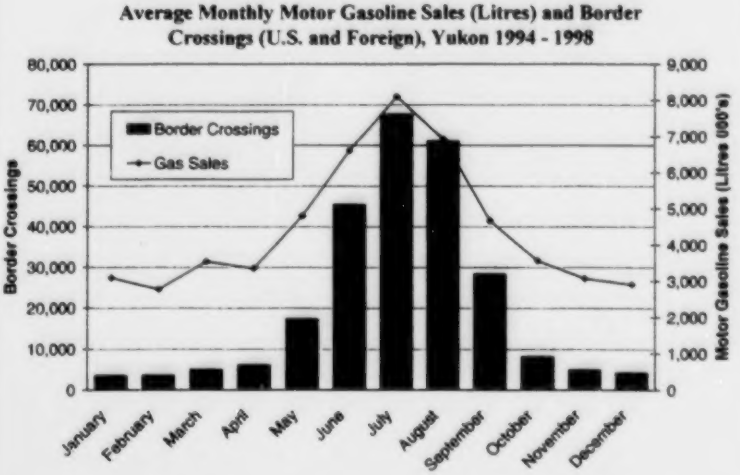


Source: Yukon Bureau of Statistics, Border Crossing Data and Yukon Liquor Corporation.

Highlights

- Border crossings into the Yukon by U.S. and foreign travelers and Yukon alcohol sales (absolute litres) both follow a consistent seasonal cycle.
- From April to August, average Yukon alcohol sales (absolute litres) increase by 95.2%. During this same time period, average Yukon border crossings by U.S. and foreign travelers increase by 900.0%.

Gasoline and Border Crossings



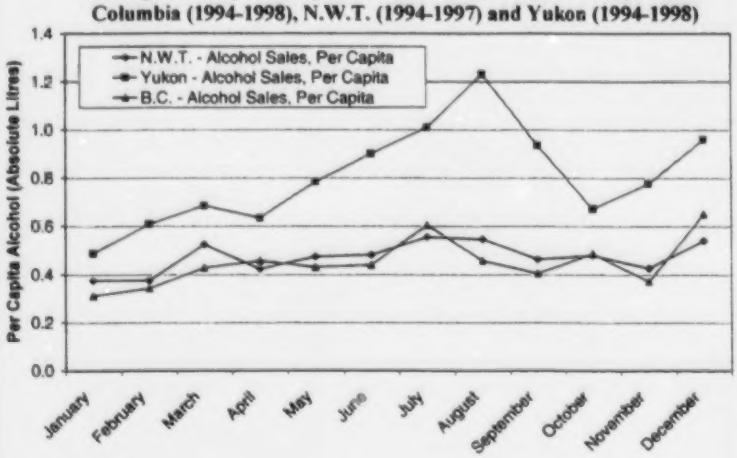
Source: Yukon Bureau of Statistics, Border Crossing Data and Statistics Canada.

Highlights

- Border crossings into the Yukon by U.S. and foreign travelers and Yukon motor gasoline sales (litres) both follow a consistent seasonal cycle
- From April to August, average Yukon motor gasoline sales (litres) increase by 106.6%. During this same time period, average Yukon border crossings by U.S. and foreign travelers increase by 900.0%.

Alcohol Comparison

Average Monthly Per Capita Alcohol Sales (Absolute Litres), British Columbia (1994-1998), N.W.T. (1994-1997) and Yukon (1994-1998)



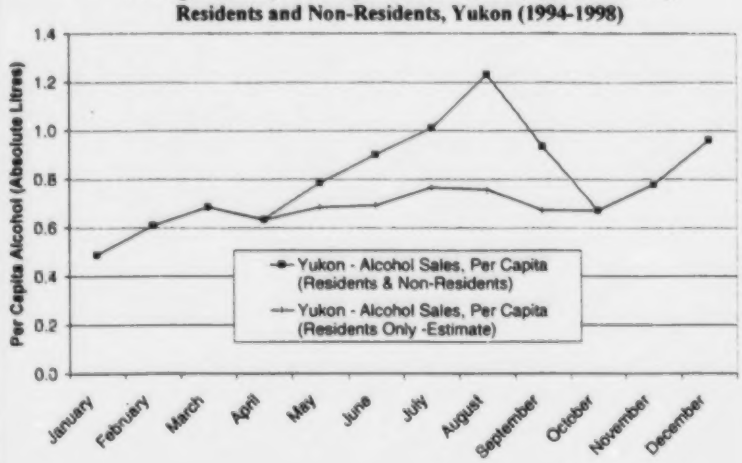
Source: N.W.T. Bureau of Statistics, B.C.Liquor Distribution Branch and Yukon Liquor Corporation.

Highlights

- From April to August, average Yukon per capita alcohol sales (absolute litres) increase by 95.2% or 0.60 litres.
- During this same time period, average N.W.T. per capita alcohol sales (absolute litres) increase by 31.0% or 0.13 litres and average B.C. per capita alcohol sales (absolute litres) do not change.
- From April to July average B.C. per capita alcohol sales (absolute litres) increase by 30.4% or 0.14 litres.

Resident & Non-Resident Sales

Average Monthly Per Capita Alcohol Sales (Absolute Litres), Residents and Non-Residents, Yukon (1994-1998)



Source: N.W.T. Bureau of Statistics, Yukon Liquor Corporation and Yukon Bureau of Statistics.
Note: N.W.T. was selected because it is a comparable northern jurisdiction.

Highlights

- An estimated 86.6% of yearly alcohol sales in the Yukon are attributable to Yukon residents.
- This estimate is calculated by indexing N.W.T. per capita alcohol sales (absolute litres) from April to October to Yukon per capita alcohol sales (absolute litres) in the month of April.
- This is a conservative estimate, it assumes that 100% of alcohol sales from Oct. to Apr. are attributable to Yukon residents and that N.W.T. volumes from May to Sept. reflect alcohol sales to residents only.

Alcohol Consumption by Age

This section uses results from the National Population Health Survey, 1996-97. Information about drinking patterns was obtained by asking respondents to estimate the number of alcoholic drinks[1] they consume each week. This survey was used along with population figures from the 1996 Census to determine the effect that differences in population structure have on alcohol consumption.

Population Percentage by Age Group, 15 Years and Over, Canada, Provinces and Territories, Cenus 1996

	Canada	Yukon	Nfld	P.E.I.	N.S.	N.B.	Quebec	Ontario	Manitoba	Sask	Alberta	B.C.	N.W.T.
Age 15-24, total	**16.8%**	**17.5%**	**20.0%**	**18.4%**	**17.0%**	**17.9%**	**16.4%**	**16.4%**	**17.7%**	**18.6%**	**18.1%**	**16.2%**	**23.8%**
Male	8.5%	9.0%	10.1%	9.4%	8.5%	9.0%	8.3%	8.3%	9.0%	9.5%	9.2%	8.2%	12.2%
Female	8.3%	8.5%	9.9%	9.0%	8.5%	8.8%	8.1%	8.1%	8.7%	9.1%	8.9%	8.0%	11.7%
Age 25-34, total	**19.6%**	**22.9%**	**19.2%**	**18.4%**	**18.9%**	**19.0%**	**18.9%**	**20.1%**	**18.9%**	**17.6%**	**20.9%**	**19.5%**	**28.2%**
Male	9.7%	11.0%	9.3%	9.1%	9.3%	9.4%	9.5%	9.9%	9.4%	8.7%	10.4%	9.7%	14.2%
Female	9.9%	12.0%	9.9%	9.3%	9.7%	9.6%	9.5%	10.2%	9.5%	8.9%	10.5%	9.8%	14.0%
Age 35-44, total	**21.2%**	**27.1%**	**20.7%**	**19.7%**	**20.5%**	**20.7%**	**21.5%**	**20.8%**	**20.2%**	**20.0%**	**23.0%**	**21.2%**	**22.6%**
Male	10.5%	13.8%	10.2%	9.7%	10.0%	10.2%	10.7%	10.2%	10.1%	10.0%	11.7%	10.5%	11.9%
Female	10.7%	13.3%	10.6%	9.9%	10.5%	10.4%	10.8%	10.6%	10.1%	9.9%	11.4%	10.8%	10.7%
Age 45-54, total	**16.2%**	**18.3%**	**16.5%**	**16.1%**	**16.4%**	**16.3%**	**16.9%**	**16.0%**	**15.3%**	**14.1%**	**15.4%**	**16.4%**	**14.2%**
Male	8.1%	10.0%	8.3%	8.0%	8.1%	8.2%	8.4%	7.9%	7.6%	7.1%	7.8%	8.3%	7.6%
Female	8.1%	8.3%	8.2%	8.1%	8.2%	8.1%	8.5%	8.1%	7.6%	7.0%	7.6%	8.2%	6.4%
Age 55-64, total	**10.8%**	**8.3%**	**10.1%**	**11.0%**	**10.9%**	**10.5%**	**11.3%**	**11.0%**	**10.4%**	**10.6%**	**9.7%**	**10.7%**	**6.7%**
Male	5.3%	4.6%	5.1%	5.4%	5.4%	5.2%	5.5%	5.4%	5.1%	5.3%	4.9%	5.4%	3.6%
Female	5.5%	3.7%	5.0%	5.5%	5.5%	5.3%	5.8%	5.6%	5.3%	5.4%	4.8%	5.3%	3.1%
Age 65-74, total	**9.0%**	**4.0%**	**7.7%**	**8.7%**	**8.9%**	**8.7%**	**9.0%**	**9.3%**	**9.4%**	**10.0%**	**7.5%**	**9.1%**	**2.9%**
Male	4.1%	2.3%	3.7%	4.1%	4.0%	4.0%	4.0%	4.2%	4.3%	4.7%	3.6%	4.3%	1.5%
Female	4.9%	1.7%	4.0%	4.6%	4.9%	4.7%	5.0%	5.0%	5.1%	5.3%	4.0%	4.8%	1.4%
Age 75+, total	**6.4%**	**1.8%**	**5.7%**	**7.8%**	**7.5%**	**7.0%**	**5.9%**	**6.3%**	**8.1%**	**9.1%**	**5.3%**	**6.8%**	**1.6%**
Male	2.4%	0.8%	2.3%	2.9%	2.7%	2.6%	2.1%	2.3%	3.0%	3.6%	2.1%	2.7%	0.8%
Female	4.0%	1.0%	3.4%	5.0%	4.7%	4.4%	3.9%	4.0%	5.0%	5.5%	3.2%	4.1%	0.8%

The population structure of the Yukon is different than in other areas of Canada. When compared with Canada, the Yukon has a higher percentage of its population in age groups 25 to 34, 35 to 44 and 45 to 54. Based on results from the National Population Health Survey, conducted by Statistics Canada in 1996-97, these age groups also have a larger percentage of regular drinkers[2] when compared with other age groups.

Type of Drinker and Amount Drunk Weekly by Age and Sex, 15 Years and Over, Canada

Age Groups	1996 Census Population	Population Percentage (%)	Type of Drinker: Regular (%)	Type of Drinker: Never (%)	Number of Drinks per Week: <1 (%)	Number of Drinks per Week: 1 - 6 (%)	Number of Drinks per Week: 7 - 13 (%)	Number of Drinks per Week: 14+ (%)
Age 15-24, total	3,857,170	**16.8%**	**55**	**13**	**41**	**32**	**15**	**12**
Male	1,955,180	8.5%	59	13	36	30	16	18
Female	1,901,990	8.3%	49	13	48	34	14	5
Age 25-34, total	4,498,910	**19.6%**	**61**	**7**	**34**	**45**	**13**	**8**
Male	2,226,970	9.7%	74	5	31	41	16	12
Female	2,271,945	9.9%	49	8	38	50	9	3
Age 35-44, total	4,861,705	**21.2%**	**62**	**6**	**28**	**49**	**14**	**9**
Male	2,403,010	10.5%	74	3	26	45	18	12
Female	2,458,695	10.7%	50	10	32	56	9	4
Age 45-54, total	3,710,400	**16.2%**	**60**	**8**	**30**	**45**	**17**	**8**
Male	1,847,515	8.1%	70	6	29	40	19	12
Female	1,862,885	8.1%	49	11	31	53	13	3
Age 55-64, total	2,489,460	**10.8%**	**52**	**10**	**29**	**42**	**17**	**12**
Male	1,224,320	5.3%	64	7	27	38	18	17
Female	1,265,140	5.5%	41	13	31	47	16	6
Age 65-74, total	2,061,935	**9.0%**	**43**	**13**	**28**	**41**	**22**	**9**
Male	943,365	4.1%	54	7	26	36	24	13
Female	1,118,570	4.9%	34	18	30	47	19	3
Age 75+, total	1,465,905	**6.4%**	**30**	**20**	**32**	**40**	**21**	**7**
Male	544,465	2.4%	41	10	29	42	23	7
Female	921,455	4.0%	23	27	36	38	18	8

Source: Statistical Report on the Health of Canadians, Health Canada and Statistics Canada, Cat H39-467/1999E

[1] *One drink is defined as one bottle or can of beer or a glass of draft, one glass of wine or a wine cooler, or one straight or mixed drink with one and a half ounces of hard liquor.*

[2] *A regular drinker is defined as a person who reports drinking at least one drink each month.*

Alcohol Consumption by Age

The percentage of regular drinkers and the percentage number of drinks per week were used to generate the total number of drinks per week for Canada. The number of drinks per week and the number of drinks per week per person were calculated using the same percentages applied against the populations of the provinces and territories.

Amount Drunk Weekly by Sex, 15 Years and Over, Canada, Provinces and Territories

		Population 15 and Over	Total Drinks Per Week[1]	Drinks per Week Per Person
Canada	**Total**	**22,945,485**	**66,011,725**	**2.88**
	Male	11,144,825	45,342,126	4.07
	Female	11,800,680	20,940,406	1.77
Yukon	**Total**	**23,380**	**69,654**	**2.98**
	Male	12,045	50,246	4.17
	Female	11,335	20,796	1.83
Newfoundland	**Total**	**441,995**	**1,277,964**	**2.89**
	Male	216,385	879,956	4.07
	Female	225,620	403,589	1.79
P.E.I.	**Total**	**105,475**	**301,110**	**2.85**
	Male	51,240	206,985	4.04
	Female	54,210	95,645	1.76
Nova Scotia	**Total**	**729,190**	**2,086,597**	**2.86**
	Male	350,240	1,418,917	4.05
	Female	378,940	669,368	1.77
New Brunswick	**Total**	**593,515**	**1,702,619**	**2.87**
	Male	288,730	1,170,730	4.05
	Female	304,795	539,924	1.77
Quebec	**Total**	**5,766,600**	**16,641,973**	**2.89**
	Male	2,791,675	11,403,279	4.08
	Female	2,974,935	5,290,174	1.78
Ontario	**Total**	**8,539,350**	**24,550,181**	**2.87**
	Male	4,121,530	16,762,661	4.07
	Female	4,417,825	7,832,475	1.77
Manitoba	**Total**	**869,280**	**2,475,068**	**2.85**
	Male	422,180	1,702,753	4.03
	Female	447,105	786,049	1.76
Saskatchewan	**Total**	**761,640**	**2,154,499**	**2.83**
	Male	372,310	1,489,831	4.00
	Female	389,340	681,782	1.75
Alberta	**Total**	**2,082,340**	**6,041,625**	**2.90**
	Male	1,033,185	4,228,375	4.09
	Female	1,049,155	1,876,700	1.79
B.C.	**Total**	**2,989,325**	**8,581,656**	**2.87**
	Male	1,462,745	5,934,696	4.06
	Female	1,526,580	2,705,787	1.77
N.W.T.	**Total**	**43,400**	**128,788**	**2.97**
	Male	22,555	93,698	4.15
	Female	20,855	38,148	1.83

Source: Statistical Report on the Health of Canadians, Health Canada and Statistics Canada, Cat H39-467/1999E

There is a large difference in the number of weekly drinks consumed per person by males and females. In Canada, males consumed 4.07 drinks per week, per person compared with females who consumed only 1.77 drinks. This trend is seen across the country, including the Yukon. The number of weekly drinks per person in the Yukon is slightly higher than the Canadian average, which indicates that the structure of the Yukon population accounts for a portion of the difference in alcohol sales between jurisdictions.

[1] *Total number of Drinks per week is a calculation, see Notes for details.*

Alcohol Consumption by Age

The number of weekly drinks[1] per person was used to predict the base number of litres of absolute alcohol consumed per person across Canada, based on demographic factors only (see footnotes).

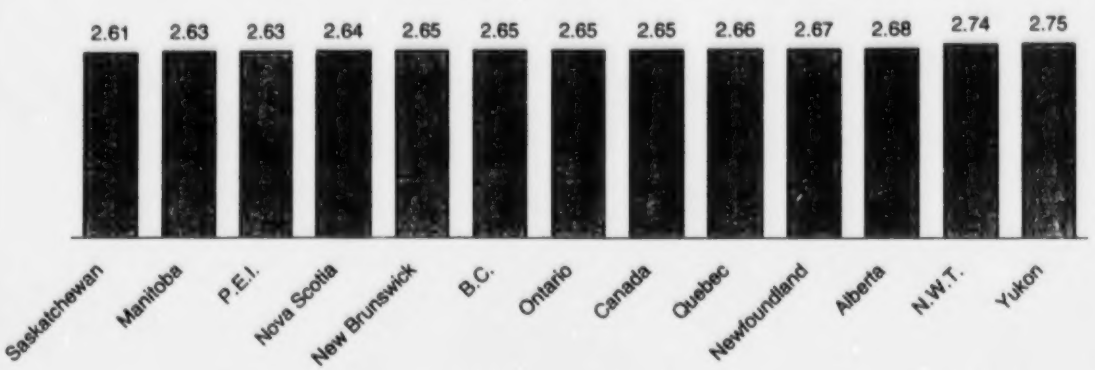
Predicted Alcohol Consumed per Person, Canada, Provinces and Territories

	Drinks[1] per Person per Week	Drinks[1] per Person per Year	Litres of Alcohol per Year[2]	Litres of Absolute Alcohol per Year[3]	Percentage Difference
Saskatchewan	2.83	147.10	52.22	2.61	-1.7%
Manitoba	2.85	148.06	52.56	2.63	-1.0%
P.E.I.	2.85	148.45	52.70	2.63	-0.8%
Nova Scotia	2.86	148.80	52.82	2.64	-0.5%
New Brunswick	2.87	149.17	52.96	2.65	-0.3%
B.C.	2.87	149.28	52.99	2.65	-0.2%
Ontario	2.87	149.50	53.07	2.65	-0.1%
Canada	**2.88**	**149.60**	**53.11**	**2.66**	**0.0%**
Quebec	2.89	150.07	53.27	2.66	0.3%
Newfoundland	2.89	150.35	53.37	2.67	0.5%
Alberta	2.90	150.87	53.56	2.68	0.9%
N.W.T.	2.97	154.31	54.78	2.74	3.1%
Yukon	2.98	154.92	55.00	2.75	3.6%

Source: Statistical Report on the Health of Canadians, Health Canada and Statistics Canada, Cat H39-467/1999E

Based on these figures, the structure of the Yukon population accounts for a 3.6% higher level of alcohol consumption, compared with Canada. At the opposite end of the spectrum is Saskatchewan where consumption based on the population structure predicts a 1.7% lower level of alcohol consumption when compared with Canada. The structure of the population should be taken into account when comparing per capita alcohol consumption.

Predicted Litres of Absolute Alcohol per Person, Canada, Provinces and Territories



Source: Statistical Report on the Health of Canadians, Health Canada and Statistics Canada, Cat H39-467/1999E

[1] One drink is defined as one bottle or can of beer or a glass of draft, one glass of wine or a wine cooler, or one straight or mixed drink with one and a half ounces of hard liquor.

[2] Litres of alcohol per year is calculated using one bottle or can of beer, which is equal to 355 ml.

[3] Litres of absolute alcohol per year is calculated using the relative alcohol content of beer, which is 5%.

Alcohol Spending

Average Expenditure on Alcohol: Includes alcohol served on licensed premises, alcohol purchased from stores and self-made alcoholic beverages.

Average Household Expenditure: The average household expenditure is equal to the estimated total expenditures of all households divided by the estimated number of households. The average is based on all households in a column, including households that reported a zero value.

Average Household Size: The average number of people in a household. In this context, household size is defined as the number of year equivalent persons. The number of year-equivalent persons is calculated by dividing the number of weeks that members were part of a household by fifty-two. In this way, part-year members are counted as fractions of a year-equivalent person.

Average Expenditure per Person: To calculate the average expenditure per person on an item, divide the average expenditure per household for that item by the average household size.

Cost per Litre of Absolute Alcohol: Liquor costs are based on sales data from Statistics Canada (Cat. 63-202). Absolute alcohol volumes are derived from the relative alcohol content of spirits, beer and wine sold. The percentages used for alcohol by volume are: spirits 40%, wine 11% and beer 5%.

Family Expenditure in Canada (62-555): The Family Expenditure Survey (FAMEX) was conducted every two years in January through March. Information about the spending habits, dwelling characteristics and household equipment of Canadian households was obtained by asking respondents in the ten provinces and Whitehorse and Yellowknife to recall their expenditures for the previous calendar year. The Family Expenditure Survey (FAMEX) was replaced by the Survey of Household Spending (SHS) in 1997.

Spending Patterns in Canada (62-202): The Survey of Household Spending (SHS) is conducted annually in January through March. Information about the spending habits, dwelling characteristics and household equipment of Canadian households is obtained by asking respondents in the ten provinces and two territories to recall their expenditures for the previous calendar year. The Survey of Household Spending (SHS) is broadly comparable to the former Family Expenditure Survey (FAMEX).

Monthly Alcohol Sales

Absolute Alcohol: Volumes are derived from the relative alcohol content of the spirits, beer and wine sold. The percentages used for alcohol by volume are: spirits 39%, wine 10% and beer 5%.

Border Crossings: Are an indication of tourism volumes but are not a one-to-one relationship. Figures represent U.S. and foreign travelers entering the Yukon at all Canada Customs points of entry.

Liquor Volumes: Are based on sales data provided by Yukon Liquor Corporation Annual Reports. The Yukon Liquor Corporation (YLC) is a Yukon Territory crown corporation responsible for the administration of the Liquor Act and Regulations, and for the purchase and sale of alcoholic beverages in the Territory. Volume Figures do not include commercial/ home wine and beer making.

Alcohol Consumption by Age

Drink: One drink is defined as one bottle or can of beer or a glass of draft, one glass of wine or a wine cooler, or one straight or mixed drink with one and a half ounces of hard liquor.

Litres of Alcohol: Litres of alcohol per year is calculated using one bottle or can of beer, which is equal to 355 ml.

Litres of Absolute Alcohol: Litres of absolute alcohol per year is calculated using the relative alcohol content of beer, which is 5%.

Regular Drinker: A regular drinker is defined as a person who reports drinking at least one drink each month.

Total Number of Drinks per Week: The number of drinks is determined by multiplying the percentages in each weekly drink category by the population of each jurisdiction. Then taking the midpoint of each weekly drink category (<1 drink per week = 0.5, 1 to 6 drinks per week = 3.5, 7 to 13 drinks per week = 10 and 14+ drinks per week = 21 (based on feedback from the N.W.T. Bureau of Statistics)) mutiplied by the population in each category to determine the total number of drinks per week.